

Aparna Gupta

Lead, UX Experience Designer

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 [LinkedIn](#)  [Behance](#)  [Blog](#)  [Insights](#)

Professional Summary

Innovative UX Designer with 13 years of experience. Skilled in **WCAG 2.1 accessibility, Design Thinking, Lean UX, and User-Centered Design**. Adept at aligning design decisions with business goals, leveraging **AI tools**, and incorporating **latest UX trends** like **UX personalization, voice UI, micro-interactions, and inclusive design**. Experienced in working in Agile teams and driving end-to-end design processes from research to delivery. Led UX design for enterprise-level applications, resulting in a 20% increase in user productivity and satisfaction.

Professional Experiences

Tech Mahindra Americas / Lead UX Designer 2021 - Present

- Collaborating with PMs and developers in Agile sprints, delivering on-time MVPs and applying WCAG 2.1 accessibility guidelines to ensure our products and services cater to a diverse range of users
- Using prompt engineering to get better results from tools like ChatGPT, Bard, or Midjourney. Analyzing of market trends, user research studies, and user behavior analyses to take design decisions and contributing to the team's strategic thinking. Taking care of accessibility, consistency, and performance.
- Collaborating in Agile and cross-functional teams, delivering measurable results and delightful user journeys. Doing heuristic evaluations, and A/B testing after every work sprint end.

Dorado Learning / Sr. UX Designer 2017 – 2021

- Developed and articulated a comprehensive UX strategy that aligned with the company's overall vision and goals. Conducted user research, interviews, and usability tests.
- Redesigned NGO Portal to improve accessibility for children with special needs and got **award from Indian Government**.

Compunnel Technology / UX Designer 2015- 2017

- Participated in brainstorming sessions for creative ideas with project teams. Worked closely with developers to ensure that designs were feasible and provided guidance during Implementation.

Sparx IT Solutions / UX Designer 2012- 2015

- Communicated effectively with clients to understand project requirements and deliver designs that met their expectations.
- Delivered end-to-end UX solutions for a mobile app that increased customer engagement by 7%.

Education and Achievements

I am continuously updating my skills, I am building a strong foundation for a successful career in UX design by following the below path.

Advance Prompt Engineering (IBM)	+2 Spotlight Awards
Masters in Human Physiology (Human Behaviour)	Best UX writing award from LinkedIn
Human-Computer Interaction (Arizona University)	Recognition on Volunteer Programs
Advance Business Analyst (IBM)	Best Performance Award Tech Mahindra
Design Thinking for Innovation (Harvard)	Best Innovative Idea Award from Verizon
Accessibility & Inclusive Design (Google)	Heuristic Evaluation, Behavioral Insights

Tools and Design Methodology

Figma, Figjam, Miro	User-Centered Design (UCD)
Qualtrics, Axure RP, Stark	Double Diamond Model
Sketch, InDesign	Human-Computer Interaction (HCI)
Balsamic, Maze	Behavioral Design (Nudge theory)
Adobe Creative Suite	Agile UX & Lean UX
PEGA's Cosmos design system	WCAG 2.1 Compliance, Inclusive Design

Networking and Continued Learning

Writing a [LinkedIn article](#) on Human Factors, Psychology, and Product Design (Designing for the Mind: Human Factors, Psychology & Product Thinking)

An active member of UX communities, attending industry conferences and design meetups.

Regularly participate in design challenges and knowledge-sharing sessions workshops with peers.

"UX design is the creativity which making things useful, usable, and delightful"

Aparna Gupta